
传媒

学院广告学专业本科人才培养方案

3-8

150

				16	2
				15	2021
				4	
				4	
				4	
				2	2021
				2	1-4
				2	1
				2	
				2	
				2	1
				2	
				26	
				36	
				10	
				1	2021
				1	
				4	
				4	
				5	
				4	
				150	

15%

24

12

3

						1	2	3	4	5	6	7	8		
						16	16	16	16	16	16	16	16		

					1	2	3	4	5	6	7	8		
					16	16	16	16	16	16	16	16		
	P00017	Basis of College Computer			2	3								
	P00014	Application Technology of Multimedia			3	3								
	P00053				2	2								
	P00054				2									1
	P00055 P00056 P00057 P00058				4	2	2	2	2					
	P00059 P00060				4	2	2							
					2									1-4
					2									2
					2									
					2									
					2									
					2									
					2									
	P00203				3	3								

P00227

					1	2	3	4	5	6	7	8		
					16	16	16	16	16	16	16	16		
	P00242	Introduction to Network and New Media			3			3						
	P00174				3		3							
	P00245				3		3							

P00238

3

3

						1	2	3	4	5	6	7	8		
						16	16	16	16	16	16	16	16		

Advertisement Effectiveness
Evaluation

					1	2	3	4	5	6	7	8		
					16	16	16	16	16	16	16	16		
	P01561 P01562 P01563 P01564 P01565 P01566			1	1									
	P01573	Comprehensive Examination			1									
	P01574				4							8		
	P01575				4									
	P01567	The Basis of Entrepreneurship			1		2							

P01602 Education on
P01603 the Hard

		P01571 P01572			4							2	2					
					160	26.5	32.5	23	27	21	19	10	2					